

**METHODS AND SYSTEMS FOR ANALYZING
HISTORICAL TRENDS IN MARKETING
CAMPAIGNS**

ABSTRACT OF THE DISCLOSURE

Method and systems using models for evaluating marketing campaign data in the form of database scores, stored procedures, and OLAP multidimensional structures. Models are used to target segments for marketing. The models are mathematical algorithms that map customer and/or account attributes such as, a customer's propensity to attrite, default on payments, and expected profitability. The method includes the steps of evaluating models using OLAP structures based on campaign drivers, that can segment gains charts to discover where a model is under performing and evaluating models performance over time to discover user defined trends.